

ORDER



Orders
Order / Rev: 210876
Alt Order #: 06859455
Product Desc: 9/28-10/4 BARACK OBAMA
Estimate: 1881
Flight Dates: 09/28/12 - 10/04/12
Original Date / Rev: 10/07/12 / 10/07/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: Greer Margolis & Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue Northwest
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Obama For America (D)
Demographic: A35+
Product Codes: PL1
Priority: P2
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN13209
Agency External ID: IN117/SP159/AL1336

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/04/12	34	\$44,600.00	\$37,910.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	34	\$44,600.00	\$37,910.00	0.00
Totals	34	\$44,600.00	\$37,910.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	31%	\$44,600.00
Market	100%	\$143,870.97

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	14%	\$20,141.94
WGNT	11%	\$15,825.81
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	20%	\$28,774.19
WTVZ	7%	\$10,070.97
WVEC	17%	\$24,458.06

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WVBT	10/01/12	10/04/12	Springer M-F 5-6p Jerry Springer	CM	5-6p	MTWT---	2:00	5	\$400.00	P4	0.00	NM	5	\$2,000.00
JERRY SPRINGER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---			5			\$400.00		0.00			
2	WVBT	10/01/12	10/04/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	MTWT---	2:00	4	\$1,200.00	P3	0.00	NM	4	\$4,800.00

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 Estimate: 1881

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WVBT FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWT---					4	\$1,200.00		0.00			
3	WVBT	10/04/12	10/04/12	Thur Hour 2 Thu 9-10p	CM	9-10p	---T---	2:00	1	\$6,000.00	P2	0.00	NM	1	\$6,000.00
GLEE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---					1	\$6,000.00		0.00			
4	WVBT	10/01/12	10/04/12	M-F 4-5p M-F 4-5p	CM	4-5p	MTWT---	2:00	5	\$400.00	P4	0.00	NM	5	\$2,000.00
REVISED LENGTH WILKU REVISED LENGTH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWT---					5	\$400.00		0.00			
5	WVBT	10/01/12	10/04/12	M-F 6-7p Maury Povich	CM	6-7p	MTWT---	2:00	5	\$400.00	P4	0.00	NM	5	\$2,000.00
REVISED LENGTH MAURY REVISED LENGTH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWT---					5	\$400.00		0.00			
6	WVBT	10/01/12	10/04/12	WAVY News 10 on FOXQM WAVY News 10 on FOX 43	CM	WAVY News 10 or	MTWT---	2:00	5	\$500.00	P4	0.00	NM	5	\$2,500.00
REVISED LENGTH 7A NEWS REVISED LENGTH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWT---					5	\$500.00		0.00			
7	WVBT	10/01/12	10/04/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWT---	2:00	3	\$500.00	P3	0.00	NM	3	\$1,500.00
REVISED LENGTH TMZ REVISED LENGTH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWT---					3	\$500.00		0.00			
8	WVBT	10/01/12	10/04/12	M-F 730-8p DISH Nation	CM	730-8p	MTWT---	2:00	2	\$500.00	P3	0.00	NM	2	\$1,000.00
REVISED LENGTH DISH REVISED LENGTH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWT---					2	\$500.00		0.00			
9	WVBT	10/01/12	10/01/12	Mon Hour 1 Mon 8-9p	CM	8-9p	M-----	2:00	1	\$4,800.00	P2	0.00	NM	1	\$4,800.00
REVISED LENGTH BONES REVISED LENGTH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----					1	\$4,800.00		0.00			
10	WVBT	10/02/12	10/02/12	Tue Hour 1 Tue 8-9p	CM	8-9p	-T-----	2:00	1	\$6,000.00	P2	0.00	NM	1	\$6,000.00
REVISED LENGTH RAISING HOPE/BEN AND KATE REVISED LENGTH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----					1	\$6,000.00		0.00			
11	WVBT	10/02/12	10/02/12	Tue Hour 2 Tue 9-10p	CM	9-10p	-T-----	2:00	1	\$6,000.00	P2	0.00	NM	1	\$6,000.00
REVISED LENGTH NEW GIRL/MINDY REVISED LENGTH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----					1	\$6,000.00		0.00			
12	WVBT	10/04/12	10/04/12	Thur Hour 1 Thu 8-9p	CM	8-9p	---T---	2:00	1	\$6,000.00	P2	0.00	NM	1	\$6,000.00
REVISED LENGTH X FACTOR REVISED LENGTH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---					1	\$6,000.00		0.00			
N13	WVBT	10/03/12	10/03/12		CM	Political Debates	--W----	2:00	1	\$7,200.00	P6	0.00	NM	0	\$0.00

